BOEING, CHINA AIRLINES CELEBRATE DELIVERY OF WORLD'S FIRST CO-BRANDED 777

News / Airlines, Manufacturer



Boeing [NYSE:BA] and China Airlines yesterday celebrated the delivery of the world's first co-branded 777 during a ceremony in Everett, marking the carrier's 10th 777-300ER (Extended Range).

"We are delighted to celebrate 100 years of Boeing by working together with Boeing to accomplish the first co-branded livery 777-300ER," said Steve Chang, Vice President of Corporate Planning, China Airlines. "This is our 10th 777 from Boeing and since our first 777 entered into service in 2014, we have been exceedingly satisfied with its outstanding performance which was further affirmed by our happy passengers."

In 2004, China Airlines became the first airline in the world to use Boeing's co-branded livery on its latest 747-400. That airplane was nicknamed the 'Blue Whale' by the airline and was the first co-branded twin-aisle airplane in the world.

"The Boeing Company is truly honored to celebrate yet another milestone delivery with China Airlines," said Ray Conner, President and CEO of Boeing Commercial Airplanes. "It is fitting that

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the first co-branded 777 is delivered to China Airlines, especially as Boeing celebrates its centennial this year. The airplane is the perfect symbol our enduring 50+ years of partnership."

With this delivery, China Airlines now operates a fleet of 10 777-300ERs and continues to bolster its long-haul routes to the North American and European markets. Taiwan's flag carrier also introduced a new, state-of-the-art cabin interior onboard its 777-300ERs designed by award-winning Taiwanese architect Ray Chen.

Each of the airline's 10 777-300ERs are configured to seat 358 passengers in a three-class layout highlighted by the new 'Family Couch' seats in economy class. China Airlines is the only airline in North Asia to feature the Family Couch seats, where three economy seats convert into a flat surface to provide passengers with added rest and relaxation.

The Boeing 777 is the world's most successful twin-engine, long-haul airplane. The 777-300ER is equipped with the world's most powerful GE90-115B commercial jet engine, and can travel, with a standard three class configuration, a maximum range of 7,825 nautical miles (14,490 kilometers).

Headquartered in Taoyuan, China Airlines is the largest carrier in Taiwan with a Group fleet of nearly 90 airplanes. The airline currently serves more than 13 million passengers annually to over 118 destinations across the globe.

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